

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION  
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<p>(51) International Patent Classification <sup>6</sup> : A61K 7/06, 7/50</p>	<p>A1</p>	<p>(11) International Publication Number: WO 97/09031 (43) International Publication Date: 13 March 1997 (13.03.97)</p>
<p>(21) International Application Number: PCT/US96/13451 (22) International Filing Date: 20 August 1996 (20.08.96) (30) Priority Data: 08/522,873 1 September 1995 (01.09.95) US (71) Applicant: THE PROCTER &amp; GAMBLE COMPANY [US/US]; One Procter &amp; Gamble Plaza, Cincinnati, OH 45202 (US). (72) Inventors: YOUNG, Sharon, Ann; 11651 Norbourne Drive, Cincinnati, OH 45240 (US). SNYDER, Michael, Albert; 9391 Larkmeadow Court, Mason, OH 45040 (US). (74) Agents: REED, T., David et al.; The Procter &amp; Gamble Company, 5299 Spring Grove Avenue, Cincinnati, OH 45217 (US).</p>		<p>(81) Designated States: BR, CN, JP, MX, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p>
<p>(54) Title: HAIR STYLING SHAMPOOS CONTAINING ORGANIC OIL (57) Abstract  Disclosed are hair shampoo compositions which provide cleaning and styling performance, and which contain latex polymer particles, water-soluble cationic polymer as a latex deposition aid, organic oil as a latex deposition aid, and typically one or more surfactants, and aqueous carrier and one or more optional ingredients. The organic oil is a hydrocarbon oil or fatty ester, and is present in an amount effective to enhance deposition of the latex polymer particles onto hair in the presence of cationic polymer.</p>		

**FOR THE PURPOSES OF INFORMATION ONLY**

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AM	Armenia	GB	United Kingdom	MW	Malawi
AT	Austria	GE	Georgia	MX	Mexico
AU	Australia	GN	Guinea	NE	Niger
BB	Barbados	GR	Greece	NL	Netherlands
BE	Belgium	HU	Hungary	NO	Norway
BF	Burkina Faso	IE	Ireland	NZ	New Zealand
BG	Bulgaria	IT	Italy	PL	Poland
BJ	Benin	JP	Japan	PT	Portugal
BR	Brazil	KE	Kenya	RO	Romania
BY	Belarus	KG	Kyrgyzstan	RU	Russian Federation
CA	Canada	KP	Democratic People's Republic of Korea	SD	Sudan
CF	Central African Republic	KR	Republic of Korea	SE	Sweden
CG	Congo	KZ	Kazakhstan	SG	Singapore
CH	Switzerland	LI	Liechtenstein	SI	Slovenia
CI	Côte d'Ivoire	LK	Sri Lanka	SK	Slovakia
CM	Cameroon	LR	Liberia	SN	Senegal
CN	China	LT	Lithuania	SZ	Swaziland
CS	Czechoslovakia	LU	Luxembourg	TD	Chad
CZ	Czech Republic	LV	Latvia	TG	Togo
DE	Germany	MC	Monaco	TJ	Tajikistan
DK	Denmark	MD	Republic of Moldova	TT	Trinidad and Tobago
EE	Estonia	MG	Madagascar	UA	Ukraine
ES	Spain	ML	Mali	UG	Uganda
FI	Finland	MN	Mongolia	US	United States of America
FR	France	MR	Mauritania	UZ	Uzbekistan
GA	Gabon			VN	Viet Nam

## HAIR STYLING SHAMPOOS CONTAINING ORGANIC OIL

5

### FIELD OF THE INVENTION

The present invention relates to hair shampoo compositions which provide cleaning and styling benefits. These are achieved by incorporating dispersed latex polymer particles, cationic polymer and organic oil into shampoo compositions.

### BACKGROUND OF THE INVENTION

Many hair shampoo compositions provide acceptable cleaning but provide little or no styling benefits, e.g. body, hold, stiffness. To realize such benefits, separate cleaning and styling products are often used.

Recently, hair shampoo compositions have been developed which can provide cleaning performance with some styling benefits, all from a single product. Many of these products contain styling polymers in a compatible shampoo base. To prepare such products, styling polymers can be dissolved in an organic solvent and then incorporated into the shampoo base. The organic solvent thereafter helps disperse the styling polymer in the shampoo composition, and also helps enhance deposition of the styling polymer onto hair. The use of these solvents, however, can sometimes contribute undesirable odors to the finished product, or otherwise present formulation problems, e.g. compatibility with other materials in the shampoo composition.

To minimize the use of these organic solvents, latex polymers rather than dissolved polymers have been employed as a means of incorporating styling polymers into a shampoo base. Latex polymer systems are stable dispersions, typically colloidal dispersions, of water-insoluble polymer particles in a continuous aqueous phase. As such, there is little or no organic solvent to contribute undesirable odors or to otherwise present incompatibilities with other materials in the shampoo composition. Without the organic solvent, however, deposition of the latex particles onto hair, which is essential for allowing the styling polymer to set and form a film onto the surface of hair, is reduced. Attempts at improving latex deposition included adding latex deposition aids, e.g., cationic polymers, and/or by increasing the shampoo concentration of the latex polymer.

The foregoing considerations involving styling shampoo compositions and latex polymer systems indicates that there is a continuing need to identify latex polymer shampoos with enhanced latex deposition profiles and styling performance. Accordingly, it

is an object of the present invention to provide such compositions, and further to provide such compositions that require minimal or reduced levels of latex polymer to achieve the desired latex deposition profile and styling performance.

5

### SUMMARY OF THE INVENTION

The present invention is directed to hair shampoo compositions which provide cleaning and styling benefits. Compositions of this type comprise dispersed latex polymer particles, cationic polymer and organic oil, wherein the organic oil is present in an amount effective to enhance deposition of the latex particles onto hair. The shampoo compositions will generally be in the form of pourable liquids under ambient conditions and contain one or more compatible surfactants, an aqueous carrier, and one or more other optional materials.

10

### DETAILED DESCRIPTION OF THE INVENTION

15

"Soluble" and "insoluble" used in reference to particular ingredients of the shampoo compositions refer to solubility or insolubility, respectively, of that ingredient in the shampoo composition of the present invention, unless otherwise specifically indicated. For example the terms "water soluble" and "water insoluble", as used herein, refer to solubility of the particular ingredient in water, as opposed to solubility in the shampoo composition.

20

All percentages, parts and ratios are based on weight unless otherwise specified.

"Water soluble" refers to any material that is sufficiently soluble in water (distilled or equivalent) at 25°C to form a substantially clear solution containing at least about 0.1% by weight of the material.

"Water insoluble" refers to any material that is not water soluble as defined herein.

25

"Ambient conditions" refer to air temperatures of about 25°C under about 1 atm of pressure.

"Comprising" means various components can be conjointly employed in the shampoo compositions of the present invention. "Consisting essentially of" and "consisting of" are embodied in the term "comprising."

30

#### Surfactant

The shampoo compositions of the present invention typically contain one or more synthetic surfactants, which surfactants are physically and chemically compatible with the essential components of the shampoo compositions, or do not otherwise unduly impair cleaning and/or styling performance.

35

Synthetic surfactants for use in the shampoo compositions can be categorized as anionic, nonionic, cationic, zwitterionic or amphoteric, and will generally be present at a level from about 0.5% to about 50%, more typically from about 4% to about 30%, more

typically from about 5% to about 25%, by weight, of the shampoo composition. Total surfactant concentrations in the shampoo compositions can vary depending on the shampoo base formulation, the selected surfactant, cosurfactants, product results desired and so forth.

Anionic surfactants for use in the shampoo compositions include alkyl and alkyl ether sulfates. These materials have the respective formulae  $\text{ROSO}_3\text{M}$  and  $\text{RO}(\text{C}_2\text{H}_4\text{O})_x\text{SO}_3\text{M}$ , wherein R is alkyl or alkenyl of from about 8 to about 24 carbon atoms, x is 1 to 10, and M is a water-soluble cation such as ammonium, sodium, potassium and triethanolamine. The alkyl ether sulfates are typically made as condensation products of ethylene oxide and monohydric alcohol's having from about 8 to about 24 carbon atoms. Preferably, R has from about 10 to about 18 carbon atoms in both the alkyl and alkyl ether sulfates. The alcohol's can be derived from fats, e.g., coconut oil or tallow, or can be synthetic. Lauryl alcohol and straight chain alcohol's derived from coconut oil are preferred herein. Such alcohol's are reacted with about 1 to about 10, preferably from about 2 to about 5, especially about 3, molar proportions of ethylene oxide and the resulting mixture of molecular species having, for example, an average of 3 moles of ethylene oxide per mole of alcohol, is sulfated and neutralized.

Specific examples of alkyl ether sulfates which may be used in the shampoo compositions are sodium and ammonium salts of coconut alkyl triethylene glycol ether sulfate; tallow alkyl triethylene glycol ether sulfate, and tallow alkyl hexaoxyethylene sulfate. Highly preferred alkyl ether sulfates are those comprising a mixture of individual compounds, said mixture having an average alkyl chain length of from about 10 to about 16 carbon atoms and an average degree of ethoxylation of from about 1 to about 4 moles of ethylene oxide.

Another class of anionic surfactants suitable for use in the shampoo compositions are the water-soluble salts of the organic, sulfuric acid reaction products of the general formula  $[\text{R}^1\text{-SO}_3\text{-M}]$  wherein  $\text{R}^1$  is chosen from the group consisting of a straight or branched chain, saturated aliphatic hydrocarbon radical having from about 8 to about 24, preferably about 10 to about 18, carbon atoms; and M is a cation. Important examples are the salts of an organic sulfuric acid reaction product of a hydrocarbon of the methane series, including iso-, neo-, ineso-, and n-paraffins, having about 8 to about 24 carbon atoms, preferably about 10 to about 18 carbon atoms and a sulfonating agent, e.g.,  $\text{SO}_3$ ,  $\text{H}_2\text{SO}_4$ , oleum, obtained according to known sulfonation methods, including bleaching and hydrolysis. Preferred are alkali metal and ammonium sulfonated  $\text{C}_{10-18}$  n-paraffins.

Additional examples of anionic surfactants suitable for use in the shampoo compositions are the reaction products of fatty acids esterified with isethionic acid and neutralized with sodium hydroxide where, for example, the fatty acids are derived from coconut oil; sodium or potassium salts of fatty acid amides of methyl tauride in which the

fatty acids, for example, are derived from coconut oil. Other suitable anionic surfactants of this variety are described in U.S. Patent 2,486,921, U.S. Patent 2,486,922 and U.S. Patent 2,396,278.

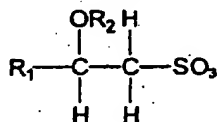
Still other suitable anionic surfactants are the succinamates, which includes disodium N-octadecylsulfosuccinamate; diammonium lauryl sulfosuccinamate; tetrasodium N-(1,2-dicarboxyethyl)-N-octadecylsulfosuccinamate; diamyl ester of sodium sulfosuccinic acid; dihexyl ester of sodium sulfosuccinic acid; and dioctyl esters of sodium sulfosuccinic acid.

Other suitable anionic surfactants include olefin sulfonates having about 12 to about 24 carbon atoms. The term "olefin sulfonates" is used herein to mean compounds which can be produced by the sulfonation of  $\alpha$ -olefins by means of uncomplexed sulfur trioxide, followed by neutralization of the acid reaction mixture in conditions such that any sulfones which have been formed in the reaction are hydrolyzed to give the corresponding hydroxy-alkanesulfonates. The sulfur trioxide can be liquid or gaseous, and is usually, but not necessarily, diluted by inert diluents, for example by liquid  $\text{SO}_2$ , chlorinated hydrocarbons, etc., when used in the liquid form, or by air, nitrogen, gaseous  $\text{SO}_2$ , etc., when used in the gaseous form.

The  $\alpha$ -olefins from which the olefin sulfonates are derived are mono-olefins having about 12 to about 24 carbon atoms, preferably about 14 to about 16 carbon atoms. Preferably, they are straight chain olefins.

In addition to the true alkene sulfonates and a proportion of hydroxy-alkanesulfonates, the olefin sulfonates can contain minor amounts of other materials, such as alkene disulfonates depending upon the reaction conditions, proportion of reactants, the nature of the starting olefins and impurities in the olefin stock and side reactions during the sulfonation process.

Another class of anionic surfactants suitable for use in the shampoo compositions are the  $\beta$ -alkyloxy alkane sulfonates. These compounds have the following formula:



where  $\text{R}_1$  is a straight chain alkyl group having from about 6 to about 20 carbon atoms,  $\text{R}_2$  is a lower alkyl group having from about 1 (preferred) to about 3 carbon atoms, and M is a water-soluble cation as hereinbefore described.

Other suitable surfactants are described in McCutcheon's, Emulsifiers and Detergents, 1989 Annual, published by M. C. Publishing Co., and in U.S. Patent 3,929,678, which descriptions are incorporated herein by reference.

Preferred anionic surfactants for use in the shampoo compositions include

ammonium lauryl sulfate, ammonium laureth sulfate, triethylamine lauryl sulfate, triethylamine laureth sulfate, triethanolamine lauryl sulfate, triethanolamine laureth sulfate, monoethanolamine lauryl sulfate, monoethanolamine laureth sulfate, diethanolamine lauryl sulfate, diethanolamine laureth sulfate, lauric monoglyceride sodium sulfate, sodium lauryl sulfate, sodium laureth sulfate, potassium lauryl sulfate, potassium laureth sulfate, sodium lauryl sarcosinate, sodium lauroyl sarcosinate, lauryl sarcosine, cocoyl sarcosine, ammonium cocoyl sulfate, ammonium lauroyl sulfate, sodium cocoyl sulfate, sodium lauroyl sulfate, potassium cocoyl sulfate, potassium lauryl sulfate, triethanolamine lauryl sulfate, triethanolamine lauryl sulfate, monoethanolamine cocoyl sulfate, monoethanolamine lauryl sulfate, sodium tridecyl benzene sulfonate, and sodium dodecyl benzene sulfonate.

Amphoteric surfactants suitable for use in the shampoo compositions can be broadly described as derivatives of aliphatic secondary and tertiary amines in which the aliphatic radical can be straight or branched chain and wherein one of the aliphatic substituents contains from about 8 to about 18 carbon atoms and one contains an anionic water solubilizing group, e.g., carboxy, sulfonate, sulfate, phosphate, or phosphonate. Examples of compounds falling within this definition are sodium 3-dodecyl-aminopropionate, sodium 3-dodecylaminopropane sulfonate, sodium lauryl sarcosinate, N-alkyltaurines such as the one prepared by reacting dodecylamine with sodium isethionate according to the teaching of U.S. Patent 2,658,072, N-higher alkyl aspartic acids such as those produced according to the teaching of U.S. Patent 2,438,091, and the products described in U.S. Patent 2,528,378.

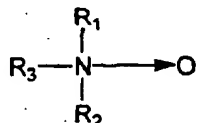
Cationic surfactants can also be used in the shampoo compositions, primarily as conditioning agents, but are generally less preferred. Cationic surfactant concentrations should generally not exceed about 5% by weight of the shampoo composition.

Suitable nonionic surfactants include those broadly defined as compounds produced by the condensation of alkylene oxide groups (hydrophilic in nature) with an organic hydrophobic compound, which may be aliphatic or alkyl aromatic in nature. Preferred classes of nonionic surfactants for use in the shampoo compositions include:

- 1) polyethylene oxide condensates of alkyl phenols, e.g., the condensation products of alkyl phenols having an alkyl group containing from about 6 to about 20 carbon atoms in either a straight chain or branched chain configuration, with ethylene oxide, the ethylene oxide being present in amounts equal to from about 10 to about 60 moles of ethylene oxide per mole of alkyl phenol;
- 2) nonionic surfactants derived from the condensation of ethylene oxide with the product resulting from the reaction of propylene oxide and ethylene diamine products;
- 3) condensation products of aliphatic alcohol's having from about 8 to about 18

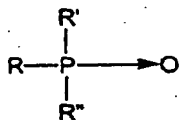
carbon atoms, in either straight chain or branched chain configuration, with ethylene oxide, e.g., a coconut alcohol ethylene oxide condensate having from about 10 to about 30 moles of ethylene oxide per mole of coconut alcohol, the coconut alcohol fraction having from about 10 to about 14 carbon atoms;

- 5 4) long chain tertiary amine oxides corresponding to the following general formula:



wherein  $\text{R}_1$  contains an alkyl, alkenyl or monohydroxy alkyl radical of from about 8 to about 18 carbon atoms, from 0 to about 10 ethylene oxide moieties, and from 0 to about 1 glyceryl moiety, and  $\text{R}_2$  and  $\text{R}_3$  contain from about 1 to about 3 carbon atoms and from 0 to about 1 hydroxy group, e.g., methyl, ethyl, propyl, hydroxyethyl, or hydroxypropyl radicals;

- 10 5) long chain tertiary phosphine oxides corresponding to the following general formula:



15 wherein  $\text{R}$  contains an alkyl, alkenyl or monohydroxyalkyl radical ranging from about 8 to about 18 carbon atoms in chain length, from 0 to about 10 ethylene oxide moieties and from 0 to about 1 glyceryl moiety and  $\text{R}'$  and  $\text{R}''$  are each alkyl or monohydroxyalkyl groups containing from about 1 to about 3 carbon atoms;

- 20 6) long chain dialkyl sulfoxides containing one short chain alkyl or hydroxy alkyl radical of from about 1 to about 3 carbon atoms (usually methyl) and one long hydrophobic chain which include alkyl, alkenyl, hydroxy alkyl, or keto alkyl radicals containing from about 8 to about 20 carbon atoms, from 0 to about 10 ethylene oxide moieties and from 0 to about 1 glyceryl moiety;

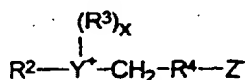
25 7) alkyl polysaccharide (APS) surfactants such as the alkyl polyglycosides, as described in U.S. Patent 4,565,647, which have a hydrophobic group with about 6 to about 30 carbon atoms and polysaccharide (e.g., polyglycoside) as the hydrophilic group, and optionally have a polyalkylene-oxide group joining the hydrophobic and hydrophilic moieties, wherein the alkyl group (i.e., the hydrophobic moiety) can be saturated or unsaturated, branched or unbranched, and unsubstituted or substituted (e.g., with hydroxy or cyclic rings); and

30 8) polyethylene glycol (PEG) glyceryl fatty esters, such as those of the formula  $\text{R}(\text{O})\text{OCH}_2\text{CH}(\text{OH})\text{CH}_2(\text{OCH}_2\text{CH}_2)_n\text{OH}$  wherein  $n$  is from about 5 to about 200,



preferably from about 20 to about 100, and R is an aliphatic hydrocarbyl having from about 8 to about 20 carbon atoms.

Zwitterionic surfactants suitable for use in the shampoo compositions herein can be broadly described as derivatives of aliphatic quaternary ammonium, phosphonium, and sulfonium compounds, in which the aliphatic radicals can be straight or branched chain, and wherein one of the aliphatic substituents contains from about 8 to about 18 carbon atoms and one contains an anionic group, e.g., carboxy, sulfonate, sulfate, phosphate, or phosphonate. Such suitable zwitterionic surfactants can be represented by the formula:



wherein R<sup>2</sup> contains an alkyl, alkenyl, or hydroxy alkyl radical of from about 8 to about 18 carbon atoms, from 0 to about 10 ethylene oxide moieties and from 0 to about 1 glyceryl moiety; Y is selected from the group consisting of nitrogen, phosphorus, and sulfur atoms; R<sup>3</sup> is an alkyl or monohydroxyalkyl group containing about 1 to about 3 carbon atoms; X is 1 when Y is a sulfur atom, and 2 when Y is a nitrogen or phosphorus atom; R<sup>4</sup> is an alkylene or hydroxyalkylene of from about 1 to about 4 carbon atoms and Z is a radical selected from the group consisting of carboxylate, sulfonate, sulfate, phosphonate, and phosphate groups.

Other zwitterionic surfactants such as betaines can also be used in the shampoo compositions, examples of which include the high alkyl betaines, such as coco dimethyl carboxymethyl betaine, cocoamidopropyl betaine, cocobetaine, lauryl amidopropyl betaine, oleyl betaine, lauryl dimethyl carboxymethyl betaine, lauryl dimethyl alphacarboxyethyl betaine, cetyl dimethyl carboxymethyl betaine, lauryl bis-(2-hydroxyethyl) carboxymethyl betaine, stearyl bis-(2-hydroxypropyl) carboxymethyl betaine, oleyl dimethyl gamma-carboxypropyl betaine, and lauryl bis-(2-hydroxypropyl)alpha-carboxyethyl betaine. The sulfobetaines may be represented by coco dimethyl sulfopropyl betaine, stearyl dimethyl sulfopropyl betaine, lauryl dimethyl sulfoethyl betaine, lauryl bis-(2-hydroxyethyl) sulfopropyl betaine and the like; amidobetaines and amidosulfobetaines, wherein the RCONH(CH<sub>2</sub>)<sub>3</sub> radical is attached to the nitrogen atom of the betaine are also useful in this invention.

#### Cationic Polymer

The shampoo compositions of the present invention comprise a water soluble cationic polymer at concentrations effective to enhance deposition of the latex polymer particles described hereinafter. Such concentrations will typically be from about 0.01% to about 5%, preferably from about 0.05% to about 3%, more preferably from about 0.1% to about 2%, by weight of the shampoo compositions.

The weight ratio of cationic polymer to latex polymer (latex polymer described hereinafter) in the shampoo compositions is from about 1:1 to about 1: 60, preferably from about 1:1 to about 1:30, more preferably from about 1:1 to about 1:15, and the weight ratio of cationic polymer to organic oil (organic oil described hereinafter) is from 15:1 to about 1:15, preferably from about 10:1 to about 1:10, and more preferably from about 5:1 to about 1:5.

Water soluble cationic polymers for use in the shampoo compositions are those which are sufficiently soluble in water to form a substantially clear solution at a concentration of at least about 0.1% by weight of the cationic polymer in water (distilled or equivalent) at 25°C, preferably at a concentration of at least about 0.5%, and more preferably at a concentration of at least about 1.0%, by weight of the cationic polymer in water at 25°C.

Suitable cationic polymers, and their effective concentrations, are those which are physically and chemically compatible with the essential components of the shampoo composition of the present invention, and which can enhance deposition of the latex polymer particles described hereinafter. The average molecular weight of such suitable cationic polymers will generally be at least about 5,000, preferably between about 10,000 and about 10 million, more preferably between about 100,000 and about 2 million.

Suitable cationic polymers will typically have cationic nitrogen-containing moieties such as quaternary ammonium or cationic amino moieties, or a mixture thereof. The precise cationic charge density is not believed to be critical to the invention. Any anionic counterions can be utilized for the cationic polymers so long as the water solubility criteria described hereinbefore is met. Suitable counterions include halides (e.g., Cl, Br, I, or F, preferably Cl, Br, or I), sulfate, and methylsulfate. Others can also be used, as this list is not exclusive. Generally, it is preferred that cationic charge density be at least about 0.2 meq/gram, more preferably at least about 0.4 meq/gram. Charge density of amino-containing polymers may vary depending upon pH and the isoelectric point of the amino groups. It is preferred that the charge density be above about 0.2 meq/gram (preferably above 0.4 meq/gram) at the pH of intended use, which will in general be from about pH 3 to about pH 9, most generally from about pH 4 to about pH 8.

The cationic nitrogen-containing moiety will be present generally as a substituent on a fraction of the total monomer units of the cationic polymer. Thus, the cationic polymer can comprise copolymers, terpolymers, etc. of quaternary ammonium or cationic amine-substituted monomer units and other non-cationic units referred to herein as spacer monomer units. Such polymers are known in the art, and a variety can be found in the CTFA Cosmetic Ingredient Dictionary, 3rd edition, edited by Estrin, Crosley, and Haynes, (The Cosmetic, Toiletry, and Fragrance Association, Inc., Washington, D.C., 1982).

Suitable cationic polymers for use in the shampoo composition include, for example, copolymers of vinyl monomers having cationic amine or quaternary ammonium functionalities with water soluble spacer monomers such as acrylamide, methacrylamide, alkyl and dialkyl acrylamides, alkyl and dialkyl methacrylamides, alkyl acrylate, alkyl methacrylate, vinyl caprolactone, and vinyl pyrrolidone. The alkyl and dialkyl substituted monomers preferably have C<sub>1</sub>-C<sub>7</sub> alkyl groups, more preferably C<sub>1</sub>-C<sub>3</sub> alkyl groups. Other suitable spacer monomers include vinyl esters, vinyl alcohol (made by hydrolysis of polyvinyl acetate), maleic anhydride, propylene glycol, and ethylene glycol.

The cationic amines can be primary, secondary, or tertiary amines, depending upon the particular species and the pH of the shampoo composition. In general, secondary and tertiary amines, especially tertiary amines, are preferred.

Amine-substituted vinyl monomers can be polymerized in the amine form, and then optionally can be converted to ammonium by a quaternization reaction. Amines can also be similarly quaternized subsequent to formation of the polymer. For example, tertiary amine functionalities can be quaternized by reaction with a salt of the formula R'X wherein R' is a short chain alkyl, preferably a C<sub>1</sub>-C<sub>7</sub> alkyl, more preferably a C<sub>1</sub>-C<sub>3</sub> alkyl, and X is an anion which forms a water soluble salt with the quaternized ammonium.

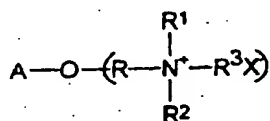
Suitable cationic amino and quaternary ammonium monomers include, for example, vinyl compounds substituted with dialkylaminoalkyl acrylate, dialkylaminoalkyl methacrylate, monoalkylaminoalkyl acrylate, monoalkylaminoalkyl methacrylate, trialkyl methacryloxyalkyl ammonium salt, trialkyl acryloxyalkyl ammonium salt, diallyl quaternary ammonium salts, and vinyl quaternary ammonium monomers having cyclic cationic nitrogen-containing rings such as pyridinium, imidazolium, and quaternized pyrrolidone, e.g., alkyl vinyl imidazolium, alkyl vinyl pyridinium, alkyl vinyl pyrrolidone salts. The alkyl portions of these monomers are preferably lower alkyls such as the C<sub>1</sub>-C<sub>3</sub> alkyls, more preferably C<sub>1</sub> and C<sub>2</sub> alkyls. Suitable amine-substituted vinyl monomers for use herein include dialkylaminoalkyl acrylate, dialkylaminoalkyl methacrylate, dialkylaminoalkyl acrylamide, and dialkylaminoalkyl methacrylamide, wherein the alkyl groups are preferably C<sub>1</sub>-C<sub>7</sub> hydrocarbyls, more preferably C<sub>1</sub>-C<sub>3</sub>, alkyls.

The cationic polymers for use in the shampoo compositions can comprise mixtures of monomer units derived from amine- and/or quaternary ammonium-substituted monomer and/or compatible spacer monomers.

Specific cationic polymers suitable for use in the shampoo compositions include copolymers of 1-vinyl-2-pyrrolidone and 1-vinyl-3-methylimidazolium salt (e.g., chloride salt) (referred to in the industry by the Cosmetic, Toiletry, and Fragrance Association, "CTFA", as Polyquaternium-16), such as those commercially available from BASF Wyandotte Corp. (Parsippany, NJ, USA) under the LUVIQUAT tradename (e.g.,

LUVIQUAT FC 370 and FC 905); copolymers of 1-vinyl-2-pyrrolidone and dimethylaminoethyl methacrylate (referred to in the industry by CTFA as Polyquaternium-11) such as those commercially available from Gaf Corporation (Wayne, NJ, USA) under the GAFQUAT tradename (e.g., GAFQUAT 755N); cationic diallyl quaternary ammonium-containing polymers, including, for example, dimethyldiallylammonium chloride homopolymer and copolymers of acrylamide and dimethyldiallylammonium chloride, referred to in the industry (CTFA) as Polyquaternium 6 and Polyquaternium 7, respectively, such materials being available from Merck and Co., Inc. in their MerquatR series; copolymers of acrylamide and dimethyl diallyl ammonium chloride, such as those available under the MERQUAT tradename from Calgon Corp. (Pittsburgh, PA, USA) (e.g., MERQUAT 550); and mineral acid salts of amino-alkyl esters of homo- and co-polymers of unsaturated carboxylic acids having from 3 to 5 carbon atoms, as described in U.S. Patent 4,009,256.

Other suitable cationic polymers include polysaccharide polymers, such as cationic cellulose derivatives and cationic starch derivatives. These polysaccharide polymers can be represented by the formula:



wherein A is an anhydroglucose residual group, such as a starch or cellulose anhydroglucose residual; R is an alkylene oxyalkylene, polyoxyalkylene, or hydroxyalkylene group, or combination thereof; R<sup>1</sup>, R<sup>2</sup>, and R<sup>3</sup> independently are alkyl, aryl, alkylaryl, arylalkyl, alkoxyalkyl, or alkoxyaryl groups, each group containing up to about 18 carbon atoms, and the total number of carbon atoms for each cationic moiety (i.e., the sum of carbon atoms in R<sup>1</sup>, R<sup>2</sup> and R<sup>3</sup>) preferably being about 20 or less; and X is an anionic counterion, as previously described. The degree of cationic substitution in these polysaccharide polymers is typically from about 0.01-1 cationic groups per anhydroglucose unit.

Cationic cellulose includes the polymeric quaternary ammonium salts of hydroxyethyl cellulose reacted with lauryl dimethyl ammonium-substituted epoxide, referred to in the industry (CTFA) as Polyquaternium 24. These materials are available from Amerchol Corp. (Edison, NJ, USA) under the tradename Polymer LM-200. Cationic cellulose is also available from Amerchol Corp. (Edison, New Jersey, USA) in their Polymer JR and LR series of polymers, as salts of hydroxyethyl cellulose reacted with trimethyl ammonium substituted epoxide, referred to in the industry (CTFA) as Polyquaternium 10.

Other suitable cationic polymers include cationic guar gum derivatives, such as guar

hydroxypropyltrimonium chloride, quaternary nitrogen-containing cellulose ethers and copolymers of etherified cellulose and starch.

### Organic Oil

5 The shampoo compositions of the present invention comprise an organic oil in an amount effective to further enhance the deposition of the latex polymer particles on hair in the presence of cationic polymer, and preferably in an amount sufficiently low to avoid causing excessively conditioned or oily hair or lather tradeoffs.

10 The organic oil is present in the shampoo compositions at a concentration generally ranging from about 0.05% to about 5%, preferably from about 0.1% to about 3%, more preferably from about 0.1% to about 1.5%, wherein the weight ratio of organic oil to latex polymer ranges from about 1:40 to about 2:1, more preferably from about 1:25 to about 1:1, even more preferably from about 1:15 to about 1:2.

15 It was found that the organic oil, which is a known hair conditioning agent, also acts to enhance deposition of latex polymer particles on hair in the presence of cationic polymer. It was discovered that the latex deposition profile for certain combinations of cationic polymer and organic oil were superior to the latex deposition profiles from comparable shampoo products containing only cationic polymer and shampoo products containing only organic oil.

20 As used herein, "organic oils" means any water-insoluble hydrocarbon oil, water-insoluble fatty ester, or mixture thereof, which is also a pourable liquid under ambient conditions. Suitable organic oils will generally have a viscosity under ambient conditions of less than about  $3 \times 10^6$  cs, preferably less than about  $2 \times 10^6$  cs, more preferably less than about  $1.5 \times 10^6$  cs.

25 Suitable organic oils include hydrocarbon oils having at least about 10 carbon atoms, such as cyclic hydrocarbons, straight chain aliphatic hydrocarbons (saturated or unsaturated), and branched chain aliphatic hydrocarbons (saturated or unsaturated), including polymers thereof. Straight chain hydrocarbon oils will preferably contain from about 12 to about 19 carbon atoms. Branched chain hydrocarbon oils, including  
30 hydrocarbon polymers, can and typically will contain higher numbers of carbon atoms. Specific examples include paraffin oil, mineral oil, saturated and unsaturated dodecane, saturated and unsaturated tridecane, saturated and unsaturated tetradecane, saturated and unsaturated pentadecane, saturated and unsaturated hexadecane, polybutene, polydecene, and mixtures thereof. Branched-chain isomers of these compounds, as well as of higher  
35 chain length hydrocarbons, can also be used. Exemplary branched-chain isomers are highly branched saturated or unsaturated alkanes, such as the permethyl-substituted isomers, e.g., the permethyl-substituted isomers of hexadecane and eicosane, such as 2, 2, 4, 4, 6, 6, 8, 8-

dimethyl-10-methylundecane and 2, 2, 4, 4, 6, 6-dimethyl-8-methylnonane, sold by Permethyl Corporation. Preferred are hydrocarbon polymers such as polybutene and polydecene, especially polybutene.

Other suitable organic oils include fatty esters having at least 10 carbon atoms, and include esters with hydrocarbyl chains derived from fatty acids or alcohol's, e.g., mono-esters, polyhydric alcohol esters, and di- and tri-carboxylic acid esters. The hydrocarbyl radicals of the fatty esters hereof can also include or have covalently bonded thereto other compatible functionalities, such as amides and alkoxy moieties (e.g., ethoxy or ether linkages, etc.).

Fatty esters include monocarboxylic acid esters of alcohol's and/or acids of the formula  $R'COOR$  wherein alkyl or alkenyl radicals and the sum of carbon atoms in  $R'$  and  $R$  is at least 10, preferably at least 20.

Other fatty esters suitable for use in the shampoo compositions include alkyl and alkenyl esters of fatty acids having aliphatic chains with from about 10 to about 22 carbon atoms; and alkyl and alkenyl fatty alcohol carboxylic acid esters having an alkyl and/or alkenyl alcohol-derived aliphatic chain with about 10 to about 22 carbon atoms, and combinations thereof. Specific examples of such fatty esters include isopropyl isostearate, hexyl laurate, isohexyl laurate, isohexyl palmitate, isopropyl palmitate, decyl oleate, isodecyl oleate, hexadecyl stearate, decyl stearate, isopropyl isostearate, dihexyldecyl adipate, lauryl lactate, myristyl lactate, cetyl lactate, oleyl stearate, oleyl oleate, oleyl myristate, lauryl acetate, cetyl propionate, and oleyl adipate.

Suitable monocarboxylic acid esters need not necessarily contain at least one chain with at least 10 carbon atoms, so long as the total number of aliphatic chain carbon atoms is at least 10. Specific examples of such esters include diisopropyl adipate, diisohexyl adipate, and diisopropyl sebacate.

Other suitable fatty esters includes di- and tri-alkyl and alkenyl esters of carboxylic acids, examples of which include esters of  $C_4$ - $C_8$  dicarboxylic acids such as  $C_1$ - $C_{22}$  esters (preferably  $C_1$ - $C_6$ ) of succinic acid, glutaric acid, adipic acid, hexanoic acid, heptanoic acid, and octanoic acid. Specific examples include isocetyl stearyl stearate, diisopropyl adipate, and tristearyl citrate.

Polyhydric alcohol esters may also be used as the organic oil in the shampoo compositions, examples of which include alkylene glycol esters, for example ethylene glycol mono and di-fatty acid esters, diethylene glycol mono- and di-fatty acid esters, polyethylene glycol mono- and di-fatty acid esters, propylene glycol mono- and di-fatty acid esters, polypropylene glycol monooleate, polypropylene glycol 2000 monostearate, ethoxylated propylene glycol monostearate, glyceryl mono- and di-fatty acid esters, polyglycerol poly-fatty acid esters, ethoxylated glyceryl monostearate, 1,3-butylene glycol

monostearate, 1,3-butylene glycol distearate, polyoxyethylene polyol fatty acid ester, sorbitan fatty acid esters, and polyoxyethylene sorbitan fatty acid esters.

Glycerides may also be used as the organic oil in the shampoo compositions, examples of which include mono-, di-, and tri-esters of glycerol and long chain carboxylic acids, such as C<sub>10</sub>-C<sub>22</sub> carboxylic acids. A variety of these types of materials can be obtained from vegetable and animal fats and oils, such as castor oil, safflower oil, cottonseed oil, corn oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, sesame oil, lanolin and soybean oil. Synthetic oils include triolein and tristearin glyceryl dilaurate. Preferred glycerides are di-, and tri-glycerides. Especially preferred are triglycerides.

#### Aqueous Carrier

The shampoo compositions of the present invention are typically in the form of pourable liquids (under ambient conditions). The shampoo compositions will therefore typically comprise an aqueous carrier, which is present at a level of from about 20% to about 95%, preferably from about 60% to about 85%, by weight of the shampoo compositions. The aqueous carrier may comprise water, or a miscible mixture of water and organic solvent, but preferably comprises water with minimal or no significant concentrations of organic solvent, except as otherwise incidentally incorporated into the composition as minor ingredients of other essential or optional components.

#### Latex polymer Particles

The shampoo compositions of the present invention comprise latex polymer systems containing water insoluble, latex polymer particles dispersed in a continuous aqueous phase. These compositions comprise up to about 25%, preferably from about 0.05% to about 25%, more preferably from 0.05% to about 15%, more preferably from about 0.1% to about 10%, and most preferably from about 0.5% to about 7%, by weight, of the latex polymer particles.

The latex polymer systems for use in the shampoo compositions are dispersions, preferably colloidal dispersions, of water insoluble polymer particles in a continuous aqueous medium. Once incorporated into the shampoo compositions, the latex polymer particles may be maintained as dispersed particles primarily by surfactant, and to some extent (in the case of colloidal dispersions) by the inherent dispersion characteristics of colloidal particles in such compositions. The dispersed particles will generally have an average diameter of less than about 4  $\mu\text{m}$ , preferably from about 0.005 to about 1  $\mu\text{m}$ , more preferably from about 0.05 to about 0.5  $\mu\text{m}$ .

Latex polymer particles for use in the shampoo compositions may be nonionic, anionic, cationic, zwitterionic or amphoteric. Latex polymer particles are well known in

the polymer art, and for purposes of the present invention, may be obtained, prepared or synthesized by any means provided that the resulting latex polymer particles have the requisite characteristics as described herein, and provided that such polymers are compatible with the essential components of the shampoo compositions, or do not otherwise unduly impair cleaning and/or styling performance of the composition.

Monomers suitable for use in the polymerization or copolymerization methods described briefly herein, include, styrene, butadiene, ethylene, acrylonitrile, chloroprene, vinylidene chloride, isoprene, isobutylene and vinyl chloride, and esters of acrylic, methacrylic, vinylacetic, maleic, crotonic and itaconic acids. These monomers may be used alone or in combination, or they may be mixed with one or more ionic monomers, e.g., acrylic acid, methacrylic acid, to form charged latex polymer systems. Many other monomers are known for use in making latex polymers, and can be used for purposes of preparing the latex polymers herein.

Specific latex polymers for use in the composition include, but are not limited to, the following latex polymer systems grouped according to manufacturer (mfr) or distributor.

<u>Mfr. or Distributor</u>	<u>Tradename</u>	<u>Latex Polymer</u>
Dow	246NA, DL225NA	styrene / butadiene / acrylic acid
Goodrich	Hycar 1562	Carboxybutadiene/acrylonitrile
Goodyear	Chemigum Latex 6271	Styrene/Acrylic Ester
Hoechst	Appretan ANT Appretan MB Appretan EM Appretan TV Appretan V-3749	Acrylic Vinyl Acetate/Ethylene Vinyl Acetate/Ethylene Vinyl Acetate/Ethylene
Interpolymer	Syntran 1026 Syntran EX26-2, -5, -7, -9, -13, -20	Acrylic Acid/Ethylene/Styrene Methylmethacrylate /butylacrylate
National Adhesives & Resins	National 125 4477  National 125 4445 National 125 2833 National 125 2869 National 125 2873	Acrylic  Acrylic Vinyl Acetate/Acrylic Vinyl Acetate/Acrylic Vinyl Acetate/Acrylic
PCUK	Colaperle SPA	Acrylic
Protex	Acrymul AM 176 R	Acrylic (Reactive)
Rhone Poulenc	Rhodopas A-012-P	Vinyl Acetate



	Rhodapas A-013-P	Vinyl Acetate
	Rhodapas SD-215	Acrylic Acid
	Rhodapas SB-02	Styrene/Butadiene
	Rhodapas ST-246	Styrene/Butadiene
	Rhodapas SB-153	Styrene/Butadiene
	Rhodapas GB-012	Styrene/Butadiene
Rohm and Haas	Primal B52	Acrylic
	Primal K3	Acrylic
	Primal TR 485	Acrylic
	Primal AS 95	Acrylic
	Primal AC 33	Acrylic Acid
	Primal TR-93	Acrylic Acid
	Primal HA-8	Acrylic Acid
	Primal E-358	Acrylic Acid
Williams	Lucidene 347	Styrene/Acrylic Acid
Witco	Witcobond 160	Polyurethane

#### Optional Ingredients

The shampoo compositions of the present invention may comprise one or more optional materials to improve or modify aesthetics, stability, usage benefits, or other benefits or characteristics commonly associated with the use of such optional materials. These optional materials should be physically and chemically compatible with the essential components of the shampoo compositions, or should not otherwise unduly impair cleaning and/or styling performance.

Optional materials include, but are not limited to, pearlescent aids, such as coated mica, ethylene glycol distearate; anti-dandruff actives; opacifiers, such as  $\text{TiO}_2$ ; preservatives, such as benzyl alcohol, 1,3-bis(hydroxymethyl)-5,5-dimethyl-2,3-imidazolidinedione (e.g., Glydant, Glyco, Inc., Greenwich, CT, USA), methylchloroisothiazolinone (e.g., Kathon, Rohm & Haas Co., Philadelphia, PA, USA), methyl paraben, propyl paraben, and imidazolidinyl urea; fatty alcohol's, such as cetearyl alcohol, cetyl alcohol, and stearyl alcohol; sodium chloride; ammonium chloride; sodium sulfate; ethyl alcohol; pH adjusting aids, such as citric acid, sodium citrate, succinic acid, phosphoric acid, monosodium phosphate, disodium phosphate, sodium hydroxide, and sodium carbonate; coloring agents or dyes; perfumes; sequestering agents, such as disodium ethylenediamine tetra-acetate, and latex depositions aids.

Anti-static agents may also be used to the extent that it does not unduly interfere with the surfactant or other charged component of the shampoo compositions. Suitable anti-static agents include tricetyl methyl ammonium chloride. The shampoo compositions may contain from about 0.1% to about 5% of the anti-static agent.

Other optional materials include thickeners, lather boosters and viscosity modifiers,

- 16 -

examples of which include ethanolamide of a long chain fatty acid (e.g., polyethylene (3) glycol lauramide and coconut monoethanolamide) and ammonium xylene sulfonate.

These optional materials, individually or in combination, may be used in the shampoo compositions at concentrations of from about 0.01% to about 10%, preferably  
5 from about 0.05% to about 5.0%, by weight of the shampoo compositions.

#### Method of Manufacture

The shampoo compositions of the present invention can be prepared by using various formulation and mixing techniques or methods known in the art for preparing surfactant or  
10 latex-containing compositions, or other similar compositions.

In accordance with one such conventional method, surfactant solutions are mixed at about 72°C in an isolated vessel. The organic oil and any solid materials are added to the heated surfactant mixture. The resulting mixture is heated and agitated to allow melting of the solid materials. Preservatives are then added before pumping the mixture through a  
15 high shear mill, and then through a heat exchanger to cool the mixture to ambient temperature. In a second isolated vessel, the cationic polymer is dispersed and hydrated in water, and then added to the cooled mixture described hereinabove. The latex polymer particles, and optional perfumes, are then added to the mixture. Other optional or minor ingredients are added to the mixture to achieve the desired composition and concentration.

#### Method of Use

The shampoo compositions of the present invention are utilized conventionally, i.e., the hair is shampooed by applying an effective amount of the shampoo composition to the scalp, and then rinsing it out with water. Application of the shampoo to the scalp in  
25 general, encompasses massaging or working the shampoo in the hair such that all or most of the hair on the scalp is contacted. The term an "effective amount" as used herein, is an amount which is effective in cleaning and conditioning the hair. Generally, from about 1 g to about 20 g of the shampoo composition is applied for cleaning and conditioning the hair. Preferably, the shampoo compositions are applied to hair in a wet or damp state.

The shampoo compositions of the present invention are also useful for cleaning skin,  
30 or in other applications where cleaning and latex polymer deposition would be useful. For such applications, the compositions are applied to the skin or other surface in a conventional manner, such as by rubbing or massaging the skin or other surface with the composition, optionally in the presence of water, and then rinsing it away with water.

#### EXAMPLES

The following Examples I-XIII illustrate specific embodiments of the shampoo

compositions of the present invention, but are not intended to be limiting thereof. Other modifications can be undertaken by the skilled artisan without departing from the spirit and scope of this invention.

All examples are prepared by conventional formulation and mixing techniques.

- 5 Component amounts are listed as weight percents and exclude minor materials such as diluents, filler, etc. The listed formulations therefore comprise the listed components and any minor materials associated with such components.

## EXAMPLES I-V

Component	I	II	III	IV	V
Ammonium laureth(3) sulfate	10.0	10.0	9.7	9.7	8.0
Ammonium lauryl sulfate		3.5			2.0
Cocamidopropyl betaine	5.0		4.3		2.0
Sodium lauryl sarcosinate				3.3	
Coconut monoethanol amide		1.0	0.7		0.5
Ethylene glycol distearate		2.0	2.0		2.0
Cetyl alcohol		0.4	0.4		0.4
Stearyl alcohol		0.2	0.2		0.2
Rhoplex NW-2744 <sup>1</sup>		6.0			
AQ 29D <sup>2</sup>	3.0				
DL 225NA <sup>3</sup>				1.5	
Syntran EX26-13 <sup>4</sup>			4.0		
BAF691A <sup>5</sup>					7.0
Gafquat 755 <sup>6</sup>		0.7			
UCare Polymer LR30M <sup>7</sup>				1.0	
UCare Polymer JR30M <sup>8</sup>			0.5		
Luviquat FC 905 <sup>9</sup>					1.0
N-Hance 3196 <sup>10</sup>	0.3				
Isoceryl stearyl stearate		1.0			
Permethyl 102A <sup>11</sup>				1.0	
Light mineral oil	0.25				
Palm oil					1.0
Indopol L-14 <sup>12</sup>			0.5		
Perfume	1.0	1.0	1.0	1.0	1.0
Preservative	0.3	0.3	0.3	0.3	0.3
Water	qs	qs	qs	qs	qs

- 1 Acrylate Copolymer available from Rohm & Haas  
 2 Aqueous dispersion of Diglycol/Cyclohexanedimethanol/Isophthalates/Sulfoisophthalates Copolymer  
 available from Eastman  
 3 Emulsion of styrene/butadiene polymer available from Dow Chemicals  
 5 4 Acrylic Latex, aqueous dispersion of methyl methacrylate/butyl acrylate/ammonium  
 methacrylate/allyl methacrylate copolymer available from Interpolymer  
 5 Acrylic latex polymer available from Rohm and Haas  
 6 Polyquaternium-11 available from Gaf Corp.  
 7 Polyquaternium -10 available from Amerchol Corp.  
 10 8 Polyquaternium -10 available from Amerchol Corp.  
 9 Tradename of BASF Wyandotte Corporation for copolymer of vinyl pyrrolidone and methyl vinyl  
 imidazolium chloride (95:5 weight ratio)  
 10 Tradename for Guar Hydroxypropyltrimonium Chloride, a cationic polymer available from Aqualon  
 11 Permethyl-substituted isomer of eicosane available from Permethyl Corp.  
 15 12 Low molecular weight polybutene available from Amoco Chemicals

## EXAMPLES VI-X

Component	VI	VII	VIII	IX	X
Ammonium laureth(3) sulfate	9.7	9.7	4.0	10.0	5.0
Alkyl glycerol sulfonate			8.0		5.0
Cocamidopropyl betaine		4.3		3.0	3.0
Diammonium lauryl sulfosuccinate	4.3			2.0	2.0
Coconut monoethanol amide	0.7	0.7	0.7		0.7
Ethylene glycol distearate	2.0	2.0	1.0		2.0
Cetyl alcohol	0.4	0.4			0.4
Stearyl alcohol	0.2	0.2			0.2
Syntran 5170 <sup>13</sup>				6.0	
Rhodopas A-012-P1 <sup>14</sup>					2.0
460NA <sup>15</sup>	4.0				
Syntran EX26-20 <sup>16</sup>		3.0			
Witcobond 160 <sup>17</sup>			2.5		
MERQUAT 550 <sup>18</sup>				0.2	
UCare polymer LR30M <sup>19</sup>	0.3				
UCare polymer JR30M <sup>20</sup>		0.4			
Polymer LM-200 <sup>21</sup>			0.1		
Jaguar C-14S <sup>22</sup>					0.35
Isocetyl stearyl stearate			1.0		
Permethyl 102A <sup>23</sup>				0.5	
Light mineral oil	0.5				0.35
Indopol L-14 <sup>24</sup>		0.25			
Perfume	1.0	1.0	1.0	1.0	1.0
Preservative	0.3	0.3	0.3	0.3	0.3
Water	qs	qs	qs	qs	qs

- 20 13 Acrylic Latex, aqueous dispersion of methyl methacrylate/butyl acrylate/ammonium methacrylate  
 copolymer available from Interpolymer  
 14 Emulsion of vinyl acetate homopolymer available from Rhone Poulenc  
 15 Emulsion of styrene/butadiene polymer available from Dow Chemicals  
 16 Acrylic Latex, aqueous dispersion of methyl methacrylate/butyl acrylate/allyl methacrylate  
 copolymer available from Interpolymer  
 25 17 Polyurethane latex polymer available from Witco  
 18 Copolymer of acrylamide and dimethyl diallyl ammonium chloride, available from Calgon Corp.  
 19 Polyquaternium -10 available from Amerchol Corp.

- 20 Polyquaternium -10 available from Amerchol Corp.  
 21 Polyquaternium -24 available from Amerchol Corp.  
 22 Tradename for Guar Hydroxypropyltrimonium Chloride, a cationic polymer available from Rhone Poulenc  
 5 23 Permethyl-substituted isomer of eicosane available from Permethyl Corp.  
 24 Low molecular weight polybutene available from Amoco Chemicals

Examples XI-XIII

Component	Control	XI	XII	XIII
Ammonium laureth(3) sulfate	7.7	7.7	9.7	9.7
Cocamidopropyl betaine	3.8	3.8	4.3	4.3
Coconut monoethanol amide	—	—	0.7	0.7
Lauryl N-methyl glucamide	2.5	2.5	—	—
Ethylene glycol distearate	2.0	2.0	2.0	2.0
Cetyl alcohol	0.4	0.4	0.4	0.4
Stearyl alcohol	0.2	0.2	0.2	0.2
Syntran EX26-9 <sup>25</sup>	4.0	4.0	—	—
Syntran EX26-13 <sup>26</sup>	—	—	3.0	3.0
UCare polymer JR30M <sup>27</sup>	0.3	0.3	0.3	0.3
Indopol L-14 <sup>28</sup>	—	0.5	0.25	0.5
Perfume	1.0	1.0	1.0	1.0
Preservative	0.3	0.3	0.3	0.3
Water	qs	qs	qs	qs
Styling Control				
Visual (0-5)	3.2	4.2	3.9	4.3
Stiffness (0-8)	4.4"	7.0"	5.4"	8.0"
Latex deposition	Low	High	Medium	High

- 10 25 Acrylic Latex, aqueous dispersion of methyl methacrylate/butyl acrylate/ammonium methacrylate available from Interpolymer  
 26 Acrylic Latex, aqueous dispersion of methyl methacrylate/butyl acrylate/ammonium methacrylate/allyl methacrylate copolymer available from Interpolymer  
 27 Polyquaternium -10 available from Amerchol Corp.  
 15 28 Low molecular weight polybutene available from Amoco Chemicals

The shampoo compositions illustrated in Examples XI-XIII, including the control formulation also illustrated hereinabove, are evaluated for styling performance and latex deposition in accordance with the following test methods.

#### Test Method: Styling Performance

- 20 An 8" human hair switch is shampooed by applying an effective amount of the shampoo composition and then rinsing it out with water. Excess water is removed from the rinsed hair by squeezing the hair between the thumb and forefinger, moving the hand  
 25 down the length of the hair switch. The hair is then allowed to dry overnight (about 8-12 hours). The dried hair is then evaluated for styling performance in accordance with the

following two methods.

In the first test method, the dried hair is visually inspected and given a subjective score of from 0 to 5, wherein a score of 0 represents full, fluffy, unstyled hair and a score of 5 represents a stiff rod of excessively styled hair. Intermediate scores represent intermediate levels of styling control.

In the second test method, the styling performance (stiffness) of the dried hair is measured by moving the dried hair switch along an inclined plane to determine the maximum length of the switch that can be moved out over the end of the plane until the weight of the switch pulls it down below the level of the plane and overcomes the ability of the hair switch to defy gravity. The maximum movement length will vary from 0 inches (unstyled hair) to 8 inches (stiff rod of excessively styled hair).

#### Test Method: Latex Deposition

Each dried hair switch is visually inspected by scanning electron microscopy (SEM). Under SEM, the extent of latex deposition on each dried hair switch is subjectively evaluated relative to the latex deposition on each of the other dried hair switches. The relative extent of latex deposition is identified as low, medium or high.

#### Test Results

It can be seen from the above-described test results that the styling shampoo compositions illustrated in Examples XI-XIII, all of which are specific embodiments of the present invention, exhibit improved styling performance and latex deposition.

## Claims:

## 1. Shampoo compositions comprising:

- (A) from 0.5% to 50%, preferably from 5% to 25%, by weight of synthetic surfactant;
- (B) from 0.05% to 25%, preferably from 0.5% to 7%, by weight of dispersed polymer latex particles;
- (C) from 0.01% to 5% by weight of water-soluble cationic polymer;
- (D) from 0.05% to 5% by weight of organic oil; and
- (E) water, preferably from 60% to 85% by weight of water.

2. The shampoo compositions of Claim 1 wherein said composition comprises from 0.1% to 3% by weight of the organic oil, and wherein the organic oil is hydrocarbon oil, fatty ester or mixtures thereof.

3. The shampoo compositions of Claim 2 wherein the weight ratio of organic oil to latex polymer is from 1:40 to 2:1, the weight ratio of cationic polymer to latex polymer is from 1:1 to 1:60, and the weight ratio of the cationic polymer to organic oil is from 15:1 to 1:15.

4. The shampoo compositions of Claim 3 wherein the weight ratio of organic oil to latex polymer is from 1:15 to 1:2, the weight ratio of cationic polymer to latex polymer is from 1:1 to 1:15, and the weight ratio of the cationic polymer to organic oil is from 10:1 to 1:10.

5. The shampoo compositions of Claim 4 wherein the hydrocarbon oil is straight chain hydrocarbons having from 12 to 19 carbon atoms, branched chain hydrocarbons having at least 12 carbon atoms, hydrocarbon polymers, or mixtures thereof.

6. The shampoo compositions of Claim 5 wherein the hydrocarbon oil is polybutene.

7. The shampoo compositions of Claim 3 wherein the synthetic surfactant is anionic surfactant, nonionic surfactant or mixtures thereof.

8. The shampoo compositions of Claim 3 wherein the polymer latex particles are water-insoluble polymers having an average particle diameter of less than 4 $\mu$ m, preferably from .005 $\mu$ m to 0.5 $\mu$ m, and are selected from the group consisting of nonionic polymers,



anionic polymers, cationic polymers, zwitterionic polymers, amphoteric polymers, and mixtures thereof.

9. The shampoo compositions of Claim 3 wherein said compositions comprise from 0.1% to 2%, by weight, of the water soluble cationic polymer.

10. A method of shampooing hair, which method comprises applying to hair from 1g to 20g of the shampoo composition of any of Claims 1 to 10, and then rinsing the hair with water.